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Vol. 104 No. 9

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $80, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions add $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $75, *Across the Dial* $4.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Pay television spurs 29% increase in baseball rights

In large part due to the proliferation of regional pay TV contracts in major league baseball, the total money paid for the rights to carry games in 1983 will jump to $152,710,000, up 29% from last year's $118,350,000.

At the team level, where all of the pay cable deals come into play (the only cable contract let by baseball is to the advertiser-supported USA Network), this year's rights total is $94,710,000, up almost 46% from the $65 million paid in 1982.

National broadcast and cable networks, all of which are currently in the last year of multiyear pacts with baseball, will pay a total of $58 million for the rights to games in 1983, up 8.6% from last year's figure of $53.4 million. NBC-TV is in its fourth year and ABC-TV the fifth of contracts under which they will pay an estimated $200 million for TV rights through the end of the upcoming season. This year, NBC is understood to be paying about $28.5 million and ABC $26 million. Negotiations for 1984 and beyond are ongoing. CBS-TV has talked with the league about getting a piece of future baseball action. Reports circulated last week that the league was asking for $1 billion for its network television contracts over the next five years (1984-1988) and that NBC had already agreed to pay $500 million to renew its contract and was also prepared to shell out the entire $1 billion if ABC were to decline its renewal option, provided that CBS decides not to bid on it.

CBS Radio is said to paying about the

same amount that it did last year for a similar game package in 1983, which includes the 50th anniversary All-Star Game, July 31; playoffs, Oct. 4-9 (which may be expanded to best-of-seven series, if the players' association approves a recent proposal by Commissioner Bowie Kuhn), and the World Series, currently scheduled to start Oct. 11. CBS Radio will face some serious competition from at least two other networks for the next major league radio contract—ABC Radio and Mutual Broadcasting System. Shelby Whitfield, executive producer and director of sports programing, ABC Radio Networks, told BROADCASTING last week that he has had "preliminary talks" with baseball's negotiating committee concerning a future long-term contract. John Chanin, vice president, sports, Mutual, was so confident last week of his network's proposal to the leagues that he said: "We will probably have the winning bid."

The USA Cable Network is entering its second year of a two-year rights contract, and is believed to be paying about $1.5 million. It will cablecast between 40 and 45 regular season games, primarily on Thursday nights during prime time. On most game nights, the network provides doubleheader coverage, an East Coast game followed by a West Coast game. ESPN will bid against USA in upcoming talks for a new national cable contract with the leagues.

So far, half of the 26 major league clubs have negotiated a pay TV deal that will be in operation this year. Most of the others are still examining their options, if not for 1983, certainly for 1984.

And while some view the pay TV medium simply as a marketing tool to promote baseball, the profit potential is considered enormous. The Yankees, for example, are reportedly being paid close to $5 million per year over 15 years by Sportschannel, a New York-area pay sports service. The Texas Rangers have recently concluded a five-year deal with Warner Amex's Home Sports Entertainment valued at between $10 million and $15 million.

A national pay sports service, as envisioned by Chicago White Sox President Eddie Einhorn and cable consultant Bob Schmidt in the form of Super Sports Network, may be a bit ahead of its time. A check with the teams about planned participation indicated that SSN will probably not get off to a grand start in 1983, if at all, unless it pursues sports other than baseball. Of the 23 eligible teams (those seen on the three superstations, Atlanta Braves, Chicago Cubs and New York Mets, were not invited to participate, and said they had declined anyway), 14 said they would probably not participate this year. Reasons cited included existing contracts that barred participation and concerns with the technical operation of SSN.

At press time, only the three teams in the venture, the White Sox, Detroit Tigers and Milwaukee Brewers, and the San Diego Padres were committed to participation in SSN this year. The Cincinnati Reds, Philadelphia Phillies and the Seattle Mariners are still studying the proposal, as are the California Angels.

Most of those polled, however, seemed interested in the proposal, with an eye toward keeping tabs on SSN's progress and perhaps signing up within the next few years if the venture takes off.

Michael Schreter, vice president, treasurer and secretary, Golden West Broadcasters, which owns the California Angels, said he was not surprised that so many teams turned down the SSN proposal, at least for 1983. "It's a new concept," he said, which warrants a lot of thought on the part of club owners, especially considering the five-year commitment that SSN is attempting to elicit from participating teams. But, he added, "it's a definite way to go," and might be particularly attractive to teams that have no other pay TV deal in the works.

Schreter noted that the time zone problem confronts West Coast teams. And because that problem has to be dealt with first, he said, "I'd be surprised if any West Coast team committed to SSN this year."

Mike Fetchko, an attorney with the Cleveland Indians in charge of broadcasting and cable, said that his team would not participate because "current contracts have to be protected." But he also said that the SSN concept was "very exciting and enticing. It's baseball running baseball."

The Dodgers' Dave Vanderwalker said existing STV and broadcast contracts precluded his team's participation in SSN for another two years. But, like Schreter and Fetchko, he offered that for a team without conflicting contractual obligations, "I can see where SSN would be very beneficial."

Although Group W Satellite Communications is not yet prepared to discuss details, that company appears on the verge of getting into the pay sports business in a big way. It's understood that the four transponders GWSC has reserved on Hughes' Galaxy satellite will be used to tie together a series of regional sports networks which would include a number of professional baseball games.

A look at network programing plans, advertising rates and major sponsors for the coming season follows:

ABC has the rights to the World Series this year, as well as *Monday Night Baseball* and three Sunday afternoon games. The rate card has not been set yet for the World Series, but the price of a 30-second spot will probably be $210,000, according to Larre Barrett, director of sports sales for the ABC Television Network. That compares with the $185,000 per 30-second charged by NBC last year.

Second quarter 30-second spots during *Monday Night Baseball* will be $70,000 and third-quarter spots are priced at $60,000. Sunday afternoon 30's will cost $22,000.

The only major sponsor signed at press time was Miller Beer (through Backer & Spielvogel), which will have the exclusive beer spots for all the Monday night and World Series games this year. Chevrolet and G.M. Parts are negotiating for sponsorships, where they would purchase 60 seconds of advertising per game throughout the season.

The network will present 12 consecutive Monday night games this season beginning June 6, while the World Series is slated to start Tuesday Oct. 11, if the playoff structure is not expanded to a best-of-seven series.

NBC will carry 29 *Game of the Week* telecasts over 26 Saturdays (three doubleheaders), the All-Star Game on Wednesday, July 6, and the American and National League Championship Series, scheduled at this point to begin Tuesday, October 4. NBC also has two prime time dates, Aug. 9 and Sept. 6.

Saturday afternoon 30's are priced at $33,500 (up from $32,000 last year) and the two prime time games will cost $62,500. NBC is charging $180,000 for the All-Star 30's this year, up from the $150,000 that ABC charged last year. Two years ago NBC charged $135,000 for its All-Star spots.

Prime time playoff 30's this year cost $122,500 (up from $110,000), while comparable weekend spots are priced at $70,000 (up from $55,000) and weekday playoff 30's will go for $40,000 (up from $27,500).

NBC baseball sponsors this year include Ford, Miller, Honda Motorcycles, Gillette, Kentucky Fried Chicken, IBM, Michelin Tire, Borden's, Sony, Budget rent-a-car, Ramada Inns, Delco, Ryder trucks, Polaroid and Goodyear. The second quarter is 70% sold out and the third quarter is 60% sold out.

CBS Radio will offer the All-Star game, league playoffs and World Series, and will again sell advertising for the entire package. It's understood that the price of one spot running through the entire package of games tracks roughly the price of one 30-second World Series TV spot, which is expected to be $210,000 this year.

CBS Radio baseball advertisers this year include Anheuser-Busch, Big A auto parts, Airborne, Dap and Ramada Inns.

In addition to the games themselves, CBS Radio will again offer a host of baseball-related features, such as a baseball preview series of 14-minute reports by Curt Gowdy, March 28-April 1.

The USA Cable Network has priced 30-second baseball spots for its package of 40 to 45 regular season games at $3,000. Sponsors include Miller, Anheuser-Busch, Dura-

Story continues on page 58.

Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1974	$43,245,000
1975	44,495,000
1976	50,820,000
1977	52,110,000
1978	52,510,000
1979	54,500,000
1980	80,275,000
1981	89,525,000
1982	118,350,000
1983	153,610,000

AMERICAN LEAGUE EAST

Team	1983 rights	1982 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	$ 3,050,000	$1,750,000	WMAR-TV 6	WFBR 60	WMAR-TV holds TV rights; WFBR holds radio rights; Super TV holds STV rights.
Boston Red Sox	3,200,000	2,700,000	WSBK-TV 4	WPLM 73	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	2,000,000	WUAB	WWWE 40	WUAB holds TV rights; WWWE holds radio rights; Season Ticket holds pay-cable rights.
Detroit Tigers	2,000,000	1,700,000	WDIV-TV 4	WJR 35	WDIV-TV holds TV rights; WJR holds radio rights; negotiations ongoing for STV rights.
Milwaukee Brewers	2,700,000	800,000	WVTV 7	WTMJ 72	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,500,000	6,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	4,400,000	4,000,000	CTV-TV	CJCL 31	Labatt Breweries oc Canada holds TV rights; Telemedia Broadcast Services holds TV rights.

AMERICAN LEAGUE WEST

California Angels	4,000,000	1,100,000	KTLA	KMPC English 15 Spanish 4	Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights, including Spanish-language radio this year; ON TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	3,400,000	2,000,000	WFLD-TV 2	WMAQ 14	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,300,000	1,000,000	WDAF-TV 18	WIBW 110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KSMP-TV 1	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland A's	1,450,000	1,300,000	KHBK 3	KSFO 14	KBHK holds TV rights in partnership with A's; KSFO holds radio rights; Negotiations ongoing for Spanish-language coverage in U.S. and Mexico.
Seattle Mariners	1,200,000	1,000,000	KSTW 3	KVI 20	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	2,800,000	KXAS-TV 15	WBAP 14	Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Home Sports Entertainment holds pay-cable rights (Warner Amex).

NATIONAL LEAGUE EAST

Chicago Cubs	3,000,000	1,950,00	WGN-TV 20	WGN 26	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,300,000	8,100,000	CBC-TV English 41 French 18	CFCF 38 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,500,000	4,250,000	WOR-TV	WHN 25	WOR-TV has partnership arrangements with Mets; Mets retain radio rights; Sportschannel holds pay-cable rights.
Philadelphia Phillies	7,000,000	6,500,000	WTAF-TV	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	2,160,000	1,800,000	KDKA-TV 4	KDKA 36	Group W (KDKA-AM-TV) is broadcast rights holder; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	1,700,000	1,500,000	KSDK 14	KMOX 100-plus	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	2,000,000	1,600,000	WTBS	WSB 70	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,100,000	1,900,000	WLWT 11	WLW 117	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,100,000	2,000,000	KXTH 12	KRBE 40	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds pay-cable rights.
Los Angeles Dodgers	3,100,000	2,750,000	KTTV	KABC 28 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB XEXX 33	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights.
San Francisco Giants	2,000,000	1,000,000	KTVU	KNBR	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language rights.

AL total	**$48,350,000**	**$29,400,000**
NL total	**$46,360,000**	**$35,550,000**
Majors total	**$94,710,000**	**$64,950,000**

Not included in the table are network payments for nationally televised games that total about $58 million. NBC is understood to be paying $28.5 million; ABC, $26 million, CBS Radio, $2 million, and USA Network, $1.5 million, for 1983 baseball rights.

cell and Phillips Petroleum. The network currently reaches over 15 million cable subscribers through 3,000 affiliates.

A team-by-team breakdown follows:

Baltimore Orioles

WFBR(AM) is entering its first year of a four-year agreement with the baseball club amounting to a figure that is three times higher than the previous four-year package, according to Harry Shriver, president and general manager of the station. Sponsors include Chevrolet, Kelly Springfield Tires, Maryland National Bank and Carquest Auto Parts. Shriver expects two-thirds of the broadcast schedule to be sold out by the beginning of the season.

As for television, WMAR(TV) is beginning its first year of a new two-year deal. There are no pay-cable rights but McLean, Va.-based Super TV has negotiated a new two-year contract for STV rights for 16 home games to be televised in Baltimore over local STV outlet WNUV(TV), and in Washington on WCQR(TV). Super TV had televised some Oriole games last season.

There will be a separate announcing staff for both radio and television. The Oriole organization recently signed former Boston Red Sox announcer Jon Miller to handle on-air radio play-by-play coverage with Tom Marr while veteran Oriole announcer Chuck Thompson will do play-by-play for television along with color commentator Brooks Robinson.

Boston Red Sox

Pay-cable is on the horizon for the Red Sox, but a definite starting date has not been set. The baseball club, the Boston Bruins and WSBK-TV have formed a partnership called the New England Sports Network to offer on pay-cable both games of the Bruins and the Red Sox. "It definitely won't go this year, perhaps next year," reports Stu Tauber, general sales manager of WSBK-TV. The TV station has entered into a new three-year contract with the Red Sox covering 105 games. Tauber says business is fairly brisk and major positions have been sold to Anheuser-Busch, Toyota and Gulf Oil.

Cleveland Indians

The Indians' television rights holder, WUAB(TV), enters the 1983 baseball season with a new three-year contract providing for the annual coverage of 50 away contests. Radio rights holder WWWE(AM) has a contract extending through 1985 and this year will carry all 162 regular season games (as do most radio originators) and 11 pre-season games. Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers and operator of a regional cable-sports channel in the Cleveland area, was also awarded a new three-year contract this year by the Indians. He will market Season Ticket, a package of 50 games (six exhibition and 44 home games) to area cable systems. Season Ticket's marketable universe consists of 18 cable systems with 487,000 subscribers, within a 75-mile radius of Cleveland. The city itself is not yet franchised. Carl Foster, an executive with Stepien's Nationwide Cable subsidiary, hopes to have 10 systems committed to carrying the service by opening day. The first exhibition game will be carried March 22 from Tucson, Ariz., via Westar V.

Anheuser-Busch is the beer sponsor for both WUAB and WWWE. WUAB will spot out the automotive category to various clients, and WWWE has secured Chevrolet as its automotive sponsor. General Tire and Farmers Insurance have also signed on as radio sponsors this year.

Comedian Jonathan Winters, an Ohio native, is to be featured in a series of spots on WUAB promoting Indians baseball. WWWE has the rights to Indians team mascot Tom-E-Hawk and team fight song, "Indian Country," which the station uses to promote its baseball broadcasts.

Detroit Tigers

WJR(AM) is beginning a new five-year contract with the Tiger organization while WDIV(TV) is in the last year of a three-year television broadcast pact. Duane Kell, general sales manager of WDIV, expects the 1983 broadcast schedule to be about 80% sold out by the time the first spring training game is aired March 17. Advertisers include Miller and Chevrolet. According to Kell, there will probably be an on-air promotion campaign

The Scribe NewsCorder.
The complete newsgathering machine.

Send now for order form and information.
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Evanston, Illinois 60201
312-328-5112

with Chevrolet but details have not yet been worked out.

ON TV, which held STV rights in previous years over the local STV outlet, WXON(TV), is currently negotiating for a new contract. There are no pay cable rights.

Milwaukee Brewers

The team that made it to the World Series last year also formed a joint venture with the Milwaukee Bucks basketball team for a regional pay TV sports network and decided to retain its radio rights, held for the previous two years by WISN(AM) Milwaukee. Whether the Brewers will join the White Sox, Rangers, A's, Astros and Dodgers in retaining all or part of its broadcast TV rights is likely to be decided in the coming months. A three-year contract with WVTV(TV) Milwaukee expires this year. Negotiations on a new contract have not formally begun.

The regional sports network, Wisconsin All Sports Network, could distribute the games of other regional baseball teams as well as professional hockey and college football. It is not likely to be on the air this year, according to Bill Haig, vice president, TV and radio for the Brewers, although it has signed some cable systems to carry its programing. WVTV and a network of seven stations will carry at least 60 games again this season, according to station general manager, Mike Schuch, and time on the network is sold out at an average of $1,200 per 30-second spot. Major sponsors are Miller Beer, Toyota and True Value Hardware. WTMJ(AM) Milwaukee will originate the radio coverage on a network of 72 stations in 51 markets. In addition to allowing its originating station to sell time in the coverage, the Milwaukee Brewers Radio Network will help WTMJ with the cost of transmitting the game to network affiliates and with other expenses, such as log keeping and billing. WISN gave up its option for two more years of Brewers coverage after it failed to profit from its first two years. The station had paid the team in excess of $1 million for radio rights in 1982, according to WISN general manager John Hinkle.

New York Yankees

The Yankees have posted the highest broadcast rights for 1983 with a combined market figure of $11.5 million—up 77% over last year. Originating TV station is WPIX(TV), which is entering its fourth year of a five-year contract. Sponsors basically include the same line up as last year: Anheuser-Busch, Citibank, Dodge, Toyota, United Airlines, Exxon, Pepsi, Canon, McDonald's and Con Edison, the electric power company of New York City. Thirty-second spots are averaging 20% higher this year, according to a WPIX spokesman.

On the radio side, WABC(AM) will begin the third of a seven-year pact as the originating station of Yankee games. However, the team retains broadcast rights and sells the spots. The radio network consists of approximately 60 stations.

Ninety games this season will be televised over pay cable TV via Sportschannel, which is now in its second year of a 15-year deal. The same major sponsors for the Mets have bought time for the Yankees (see page 66).

Toronto Blue Jays

Radio coverage of the Toronto Blue Jays is sold out, according to Len Bramson, president of Telemedia Broadcast Services, which plans to broadcast 162 games, eight of them preseason, on a network of about 38 stations in 1982. The originating station will again be CJCL(AM) Toronto, which was purchased last year along with Hewpex Sports network, former radio rights holder of the Blue Jays, by Telemedia of Ontario Inc. General Motors, Petrocan, McDonald's, Canadian Imperial Bank of Commerce, Labatt Breweries and Panasonic are major sponsors on the network, which includes 36 French outlets and two in English. TV Labatt will again produce and market coverage of the Blue Jays, to be distributed over the CTV network.

California Angels

The estimated annual broadcast rights for the Angels rose dramatically this year, following the pending sale of KTLA(TV) Los Angeles by Angels owner Gene Autry and The Signal Cos., to an investment group. Observers noted that Autry's 50% interest in the originating station had kept the rights package down, but the sale, coupled with home attendance records, has brought the team to the brink of implementing a new five-year agreement, reached in principle last year by the Angels and KTLA, predicated on the FCC's final approval of the station's sale. In the meantime, a station spokesman said KTLA plans "about the same" amount of promotional effort this year for its 35 regular season and two exhibition games. KMPC(AM), which will remain in Autry's hands, plans to cover all 81 of the Angels games. In addition, at least four Spanish-language stations in southern California and Tijuana will air all Angels home games. Chevrolet, Anheuser-Busch, Chevron USA and Avco Finance have contracted to sponsor the Spanish-language broadcasts.

Fifteen Angel home games will be televised by ON TV, the subscription service aired over KBSC-TV Corona (Los Angeles). ON TV's contract extends through 1984. It has carried selected home games of the Angels for the past six seasons.

Chicago White Sox

More than two-thirds of the White Sox games this year will be seen exclusively on pay television via ON TV's two-channel STV service and suburban cable systems. Sportsvision, the pay channel owned jointly by the White Sox and three other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball), is marketing a 112-game subscription package of White Sox games for 1983. Sportsvision leases time on UHF channel 60, one of two channels composing ON TV's STV service in Chicago. Subscribers are charged $15 for the two-channel package and $21.95 for Sportsvision a la carte. Cable subscribers are charged an average of $12 for the sports channel. The service now claims about 25,000 STV subscribers and 5,000 cable subscribers (cable marketing has just begun). Laureen Fadil, director of broadcast operations for the White Sox, said the break-even figure that the team is working with is 60,000 pay subscribers. She said that figure should be reached in the latter part of 1983, largely due to cable subscriber growth.

A breach of contract suit filed against Sportsvision by Chuck Dolan's Sportschannel more than a year ago is still pending. Sportschannel claims that it was given the exclusive cable rights to White Sox games for the 1981 and 1982 seasons by former White Sox owner Bill Veeck. The current club ownership took control of the team between those two seasons and launched its own sports channel, disavowing Dolan's claim to the rights for any White Sox games in 1982.

Television originator WFLD-TV will carry 40 games this year (37 regular and three exhibition), down from 45 in 1982, fed to the station by Sportsvision. Television sponsors include True Value Hardware, area Dodge dealers and Anheuser-Busch. The station is in the second year of a four-year contract.

Radio originator WMAQ is entering the second year of a five-year contract it has with the White Sox to carry the full season. Sponsors include Honda, Anheuser-Busch, General Finance, Central Tire, Texaco and True Value Hardware.

Kansas City Royals

WIBW(AM) Topeka, Kan., will again originate coverage of the Kansas City Royals on one of the largest radio networks—110 stations—in major league baseball. Time on the network is sold out at $60,000 per 60-second spot, according to Bob Fromme, general manager of Stauffer Communications' Royals Radio Network. Pabst Beer, Datsun, Getty Refining and marketing, Yago Sangria and Guy's Potato Chips will return to sponsor 162 regular season games and 16 spring training games, while Budweiser Beer and True Value Hardware will sponsor 30 minutes of pre- and post-game programing. WDAF-TV Kansas City will broadcast 45 regular season games, an exhibition game and any post-season games with major sponsorship from Miller Beer and Chevrolet. The Royals are "relatively close" to a decision on pay TV rights, according to Bryan Burns, director of broadcasting for the team, who said Super Sports Network as well as several regional multiple system operators have made offers. Burns anticipates that no more than "50 or 60" Royals games would be carried on cable each season at the outset, to prevent a negative impact on the gate. Telecable Corp., Tele-Communications Inc., Landmark Communications and American Television & Communications Corp. own cable systems in the vicinity of Kansas City.

Minnesota Twins

Pay TV rights to the Minnesota Twins are the

subject of a lawsuit filed by Midwest Radio-TV Inc., Minneapolis, after the team entered a joint venture with the North Star hockey team and United Cable Television Corp.'s Home Entertainment Network a little over a month ago. Midwest Radio-TV bought what it believed were the radio and TV rights and a right of first refusal to pay TV rights last October from Midwest Federal Savings and Loan Association, according to Jim Rupp, president, Midwest-Radio-TV. The case is set to go to trial in late April. Meanwhile, KMSP-TV Minneapolis continues to sublet the rights of Twins coverage and will carry 50 games this year. WCCO(AM) Minneapolis will originate coverage to a radio network of 25 stations that is three-quarters sold out at an average of $185 per 30-second spot. Pabst, Farmers Insurance, Midwest Federal Savings and Loan and True Value Hardware are major sponsors.

Oakland Athletics

KBHK(TV) is entering the second year of a three-year joint venture agreement with the A's, with 42 games scheduled and the option for five others. Ten of the home games will be seen exclusively on KBHK. KBHK has added former San Francisco Giants manager Bill Rigney as a commentator. According to KBHK general manager Bill White, the station is planning an intensive promotion campaign, to include "billboards, newspaper ads, 'TV Guide' advertising, point-of-purchase promotions, bumper stickers and an automobile giveaway." The station will highlight game results on the air with the introduction of an "instant scoreboard" graphics package to be displayed after each game during program breaks.

KSFO, which holds the A's radio rights through 1984, reports increased sponsor and station interest over last year. Scotty Hemley, director of sports programing for the station, said the network expects to add two or three stations before the season starts.

Seattle Mariners

Discussions are being held in Seattle on bringing pay cable and the Mariners together, but the earliest chance for such a union is 1984. This season KSTW(TV) is telecasting 50 games, five at home and 45 away. The station is operating in the second year of a two-year pact. Its coverage of the Mariners' games will be fed to Boise, Idaho; Portland, Ore., and Spokane, Wash. The station has signed two major sponsors, Anheuser-Busch and True Value Hardware, but has four or five clients it expects to soon sign. Radio seems headed for a good baseball year, according to John Hendricks, general sales manager of KVI(AM). He estimated that the baseball inventory is 80% sold, with major commitments made by Budweiser, Chevrolet, Chevron Oil, Farmer Insurance Co. and Fred Meyer Stores.

Texas Rangers

Warner Amex Cable has signed a reported maximum five-year pact with the Rangers, starting this year, which will bring to the club between $10 million and $15 million over the period of the contract (BROADCASTING, Feb. 21). Warner Amex has obtained exclusive rights to 100 Rangers' game for the 1983 season.

Thirty games will be carried on commercial television over KXAS-TV Fort Worth and fed to a network of 15 stations. Roy Park, executive director of the Texas Rangers Baseball Network, which acts as sales agent, said business has been "very good."

Chicago Cubs

WGN-TV reports that sales are proceeding smoothly this year with about 70% of the advertising schedule already sold, according to Dennis Fitzsimmons, director of sales. The station will telecast about 150 games. Major sponsors already sold include Toyota, Union Oil, True Value Hardware and Canon. WGN-TV has signed a new long-term arrangement to carry the Cubs games but would not specify its length. A spokesman for the Cubs said the team has no plans at this time to enter the pay-cable television field. On radio, WGN(AM) will broadcast all regular games and 12 exhibition contests.

Montreal Expos

With the baseball strike of 1981, the Expos' five-year TV contract for $32.5 million with the Canadian Brewer Carling-O'Keefe was extended for a sixth year. The brewer has turned around and subcontracted Expo games to CBC-TV, now on nearly 60 English and French stations. Radio affiliates have also increased, from 24 on the English network to 38.

New York Mets

Radio, TV and pay cable rights have jumped nearly 150% in 1983 for the Mets. WOR-TV will begin its 21st season as the originator of television broadcasts, a "partnership agreement" it has had with the baseball club since the Mets began playing in 1962. Sponsors include Anheuser-Busch, Nissan Motors/Datsun and Manufacturers Hanover Trust. Sales are running about 30% ahead of last year, according to Robert Fennimore, station vice president and general manager.

Mutual's WHN(AM) will begin its first year of a three-year contract for radio coverage.

As for pay-cable rights, Sportschannel, a subsidiary of Cablevision, is in its second year of a 30-year agreement, and will air 60 games, both home and away. Sponsors for the cable channel include Budweiser, Toyota and Getty Oil.

Philadelphia Phillies

The Phillies have a new television originator this year—Taft Broadcasting's WTAF-TV. The station has signed a 10-year contract with the team, which provides for the televising of 83 games in 1983 (70 away games and 13 Sunday-afternoon home games). Taft owns 48% of the Phillies. Television sponsors this year include Anheuser-Busch, Roy Rogers restaurants and Toyota.

Prism, the Bala Cynwyd, Pa.-based regional pay cable programer, is entering the third year of a five-year contract with the Phillies. It has the exclusive rights to 30 home games in 1983 and will provide them to 81 cable systems in Pennsylvania, New Jersey and Delaware. Prism currently has about 330,000 subscribers, each of whom pays between $10 and $11 for the service (operators pay Prism $5.25 per subscriber).

Radio rights holder WCAU(AM) negotiated a 10-year contract with the Phillies last year.

Pittsburgh Pirates

KDKA-TV will carry 60 Pirate home games this season, with major sponsors including Anheuser-Busch and Giant Eagle food chain. Negotiations with automobile companies are still being conducted. On the radio side, KDKA holds the rights for all 162 games, and the playoffs. Constantine Grab, program director at the station, expects a "fairly large increase in sales over last year" with major clients including Chevrolet, Mellon Bank and Anheuser-Busch. The Pirates have additionally sold rights to Warner Amex Cable for a newly developed pay-cable service called Home Sports Entertainment-Pittsburgh. A five year contract was signed for rights to broadcast 60 home games the first two years, increasing to 80 to 100 games in the last three years of the contract.

St. Louis Cardinals

KSDK(TV), in the middle of a five-year agreement, holds rights for the Redbirds through 1984. It has rights to 40 games (including one exhibition game). According to Tony Bello, KSDK vice president, director of sales, the schedule is 80% sold inside games (and is about 90% sold during pre- and post-game shows). Major sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger stores, True Value Hardware and Southwestern Bell. An official for the team said the club was looking for cable or pay TV options "but right now there's nothing out there." (Last year, he noted, the club did do seven STV games over Cox Broadcasting's KDNL-TV, and had hoped to do more this year, but Cox dropped its STV mode.)

Atlanta Braves

Braves games (between 135 and 150 in 1983) are seen on superstation WTBS(TV), commonly owned by Turner Broadcasting System. The radio originator is WSB(AM) but the Braves retain the radio rights and sell the advertising for the 162 regular season games and 10 exhibition contests the station broadcasts. WTBS sells the Braves telecasts, which now reach 5,024 cable systems with a total of 25 million subscribers. On March 28 and 29, WTBS will present a two-part, four-hour documentary on the Braves. The video footage used for the documentary was selected from 170 hours of videotape that was shot during the Braves 1982 season. Venerable sportscaster Red Barber will narrate the program.

Cincinnati Reds

Television rights holder WLWT(TV) is in the fourth year of a five year contract with the Reds, while radio originator WLW(AM) has

just signed a new 10-year deal starting with the 1983 season.

WLWT will carry 48 Reds telecasts this year, mostly away games. Sponsors include Anheuser-Busch, area Ford dealers, Gulf and Frisch's Big Boy restaurants.

Houston Astros

The ball club continues to retain conventional television and radio rights, doing its own selling and administrating of regional networks. KRBE(AM) Houston, formerly KENR, continues as originating station for a radio network of 40 stations with KRBE-FM there simulcasting night games. New TV originator is KXTH(TV) Houston for a network of approximately 12 stations. Art Elliott, director of broadcast operations for the Astros, conceded that sales were "a trifle slow" in February but that historically sales come on "like the spring floods" in March. Among major sponsors already committed to returning are Anheuser-Busch and Nissan Motors.

Los Angeles Dodgers

The Dodgers continue to use KYTV(TV) as their exclusive originating station for television and KABC(AM) for radio. The network for radio has expanded to 28 English-language and three Spanish-language stations this year.

ON TV, the subscription television service aired over KBSC-TV Corona, is entering its seventh season televising 15 home games from Dodger Stadium. The games are scheduled to continue on ON TV through 1984.

San Diego Padres

Television rights for the Padres transferred from KFMB-TV to NBC-affiliate KCST-TV San Diego this year, in a new three-year contract. A station spokesman said details of an extensive promotion campaign are still being worked out and that advertisers are responding "better than expected." KCST-TV expects to offer 49 regular and two exhibition games.

WFMB(AM) has renewed its three-year contract for English-language coverage, which continues exclusively on that San Diego outlet. Spanish-language coverage, emanating from XEXX(AM) Tijuana, has expanded to 33 stations, including a number in Mexico.

According to Jerry Coleman, director of radio and television for the team, the Padres "are very interested" in cable and/or pay television coverage of their games and are contemplating a "substantial cable operation," involving from 40 to 50 games this season. Coleman says the baseball club is negotiating with at least one MSO and one STV program service for game coverage and eventually will try to obtain access to the cable systems serving an estimated 350,000 households in the San Diego market, the nation's most heavily wired.

San Francisco Giants

This season marks the end of a five-year radio and television contract between KTVU(TV) and KNBR(AM) and the Giants. Team spokesman Pat Gallagher said 1984 "will be a very interesting year for us because we anticipate getting involved in pay cable coverage. We know we're going to be getting into it, the question is how." (The Giants have not yet ventured outside the traditional broadcast arena.)

For this season, KTVU will cover 31 regular season games (all at home) and feed four other stations. KNBR will present play-by-play from all 162 regular season games plus eight pre-season contests. KOFY San Mateo enters its second year of Spanish-language coverage, with 33 games featured. □

Law & Regulation

FCC upheld in KCET(TV) case

High court affirms renewal of Los Angeles noncommercial station and says commission is not required to make television serve deaf

The FCC, a public broadcaster whose license was under challenge and a group of deaf persons in California are in agreement that the public interest would be served if television broadcasting were made more available to the nation's hearing impaired, believed to number between 8.5 million to 20 million. But, the Supreme Court held last week, there is nothing in the law requiring the FCC to see to it that broadcasters make a special effort to offer that service.

The court issued the ruling—by a 7-2 vote—in affirming the commission's decision to renew the license of noncommercial KCET(TV) Los Angeles. In the process, it rejected the argument that Section 504 of the Rehabilitation Act, which forbids discrimination against the handicapped by those receiving federal funds, requires the commission to review a public television station's renewal application under a stricter standard than it applies to a commercial licensee.

"No party suggests that a licensee, whether commercial or public, may simply ignore the needs of the hearing impaired in discharging its responsibilities to the community which it serves," the majority said, in the opinion written by Justice John Paul Stevens. But, Stevens added, "we are not-... persuaded that Congress intended the Rehabilitation Act of 1973 to impose any new enforcement obligation on the Federal Communications Commission."

Sue Gottfried, representing a group of hearing impaired residents in the Los Angeles area, in 1977 petitioned the FCC to deny the license renewal applications of KCET and seven local commercial stations because, she said, they had not ascertained the needs and interests of the hearing impaired and had violated Section 504. She contended that the stations had failed to carry enough programing with special captioning or other aids to benefit the hearing impaired.

The commission rejected both arguments. As for the one involving the Rehabilitation Act, the commission said that the statute does not apply to commercial stations and that while it might apply to public outlets, the allegations were premature until the agency responsible for enforcing the law—the Department of Education—found the station in violation.

The U.S. Court of Appeals in Washington affirmed the decision regarding the commercial stations. But it said that a public broadcasting station subject to Section 504 should be held to a stricter "public interest" standard than a commercial station and that the commission should not renew KCET's license without inquiring into its efforts to meet the needs of the hearing impaired.

The appellate decision raised the question as to whether the commission is obligated to implement laws or policies for which other agencies of government are responsible. Thus, if the Supreme Court decision had gone against the commission, officials felt, it would have established a difficult precedent.

The commission maintains it may choose to follow the principles underlying statutes and policies beyond the scope of the Communications Act—as in the case of the equal employment rules, for instance—if it feels such action is required by the public interest mandate of the Communications Act. But it argued in the KCET case that requiring stations to engage in closed captioning for the hearing impaired was not practicable because of the technical complexities involved. It also said, however, it would consider the matter in a license renewal proceeding if KCET were found—by the "proper" agency—to be in violation of Section 504.

The court majority accepted that argument. If a licensee were found guilty of violating the Rehabilitation Act—or any other federal statute—"the commission would certainly be obligated to consider the possible relevance of such a violation in determining whether or not to renew the lawbreaker's license," Stevens wrote for the court. But, he added, "in the absence of a direction in the Rehabilitation Act itself, and without any expression of such intent in the legislative history, we are unwilling to assume that Congress has instructed the Federal Communications Commission to take original jurisdiction over the processing of charges that its regulates have violated that act." Stevens pointed out in a footnote that

Good year. Advertising on network television in 1982 topped the 1981 total by 11.4% to reach $6,232,313,000, according to data compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

Procter & Gamble again headed the list with network TV spending of almost $393 million and was followed by General Motors, almost $233.1 million; American Home Products Corp., almost $131.4 million and Ford Motor Co., almost $113.9 million.

Product categories showing the largest increases in network TV spending over the previous year included publishing and media, up 103%; home electronics and musical instruments, up 63%; travel, hotels and resorts, up 92%; office equipment, stationery and writing supplies, up 51%.

October-December

	1981	1982	% chg.
Early morning:			
Mon.-Fri.	$ 34,038,200	$ 41,427,100	+21.7
Daytime:			
Mon.-Fri.	323,792,200	340,062,500	+ 5.0
Sat.-Sun.	291,879,500	283,541,000	– 2.9
Early fringe:			
Mon.-Fri.	79,058,000	92,205,500	+16.6
Sat.-Sun.	21,873,200	23,725,500	+ 8.5
Nighttime:			
Mon.-Sun.	927,631,600	1,026,567,100	+10.7
Late night:			
Mon.-Sun.	93,977,800	98,362,700	+ 4.7
Total	$1,772,250,500	$1,905,891,400	+ 7.5

January-December

	1981	1982	% chg.
Early morning:			
Mon.-Fri.	$ 105,266,700	$ 129,161,200	+22.7
Daytime:			
Mon.-Fri.	1,135,281,800	1,217,566,600	+ 7.2
Sat.-Sun.	649,995,200	735,018,300	+13.1
Early fringe:			
Mon.-Fri.	268,559,900	314,796,900	+17.2
Sat.-Sun.	145,701,700	153,596,400	+ 5.4
Nighttime:			
Mon.-Sun.	2,921,612,000	3,319,632,900	+13.6
Late night:			
Mon.-Sun.	366,404,200	362,540,800	– 1.1
Total	$5,592,821,500	$6,232,313,100	+11.4

By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	$ 493,977,700	$ 528,875,600	$ 410,423,000	$1,433,276,300
April-June	578,327,900	537,103,400	457,791,000	1,573,222,300
July-Sept.	489,683,000	432,498,100	397,742,000	1,319,923,100
Oct.-Dec.	654,556,900	659,145,900	592,188,600	1,905,891,400
Total	$2,216,545,500	$2,157,623,000	$1,858,144,600	$6,232,313,100

MALRITE COMMUNICATIONS GROUP Inc.
OF CLEVELAND, OHIO
HAS ACQUIRED THE ASSETS OF
KLAK AND KPPL-FM, LAKEWOOD-DENVER, COLORADO
FROM THE DES MOINES REGISTER AND TRIBUNE
DES MOINES, IOWA
FOR $8,000,000
WE WERE PLEASED TO HAVE ACTED AS THE EXCLUSIVE BROKER IN THIS TRANSACTION
H.B. LA RUE, *MEDIA BROKER*
500 EAST 77TH STREET #1909, NEW YORK, N.Y. 10162 (212) 288-0737
44 MONTGOMERY STREET #500, SAN FRANCISCO, CA. 94104 (415) 434-1750

Moving up. Kenneth Bagwell, president of the television stations division of Storer Communications, Miami, Fla., has been elected to the newly created position of executive VP, operations, and to the additional post of president of Storer's cable communications division. Bagwell had been president of the television stations division, which will continue to report to him, since 1979. As president of the cable division, Bagwell succeeds Arno Mueller, who is leaving to form his own firm, but will remain a consultant to Storer on local government relations systems, realignment and franchise renewals.

USA Network pushes sales and marketing

USA Cable Network, Glen Rock, N.J., will invest more than $9 million in 1983 in sales and marketing efforts, including an extensive consumer advertising campaign, to increase its viewership base among cable operators.

The USA advertising push is designed to promote primarily its USA Daytime schedule, with the theme, "A World of Entertainment Every Weekday," and its sports offerings, with "Weekend Sports Every Weekday."

USA intends to use spot television and spot radio in 28 of the top 100 markets. Radio was launched last week and television will begin this week. Commercials also will be made available to USA subscribing cable systems. The agency for the USA Network is Marsteller Inc., New York.

The broadcast and cable effort will be buttressed by a print campaign to promote tune-in. USA's other major programing dayparts, USA Kidstime and USA Nightline, will be supported by an expanded tune-in and national print campaign.

A USA official noted that the current $9 million budget for marketing and sales activities contrasts with one for $250,000 in 1980. □

Barry & Enright to take bigger plunge in production for television, cable

Independent production company, whose mainstays are 'Joker's Wild' and 'Tic Tac Dough,' to unveil two pilots at NATPE

Barry & Enright Productions, an independent company whose mainstay has been game shows, is shifting emphasis to cable, network and theatrical film production, according to President Jack Barry. In an interview with BROADCASTING, Barry emphasized that the firm's two syndicated game shows, *Tic Tac Dough* and *Joker's Wild*, "are still the backbone of the company, which enables us to branch out into other fields."

Barry & Enright announced last week that both series, distributed by Colbert Television Sales, will continue in first-run production for the 1983-84 season. Colbert is 50%-owned by the production company and distributes programing from other producers as well. Altogether, Barry said, his company has allocated about $20 million for production this year. "We have a great number of things in development," Barry said, including "seven movies made for television, one theatrical motion picture, six cable specials, 10 1/2-hours of situation comedies and three 90-minute music specials."

In addition, Barry & Enright Productions is partnered with Columbia Pictures Television and Richard Lewis Productions in the limited comedy series, *Mama Malone*, premiering on CBS-TV next month in prime time. The firm, headed by Barry and longtime associate Dan Enright, is also syndicating two first-run series, *Jack Anderson Confidential* and *Soap World*, the latter in association with King World Productions. Barry, expressing disappointment in the time periods that the two shows have been given on stations that carry them, said the fate of the two properties is uncertain. Another series, *Nipsey Russell's Juvenile Jury*, is in its first 20-episode season on cable's Black Entertainment Network.

According to Barry, one of the most successful ventures for the company has proved to be theatrical film production. After completing several unprofitable films, Barry & Enright produced "Private Lessons" at a cost of about $2.5 million. The movie, distributed by Universal Studios, has recouped "close to $45 million," according to Barry, and will be followed by *Private School*, a film in the same genre, next July. Said Barry: "We will become very involved in motion pictures."

Barry said his separately owned cable company will "probably not go much further in cable [system] ownership, because of the cost of developing new cable systems." One exception is in Los Angeles, where Jack

Ratings Roundup

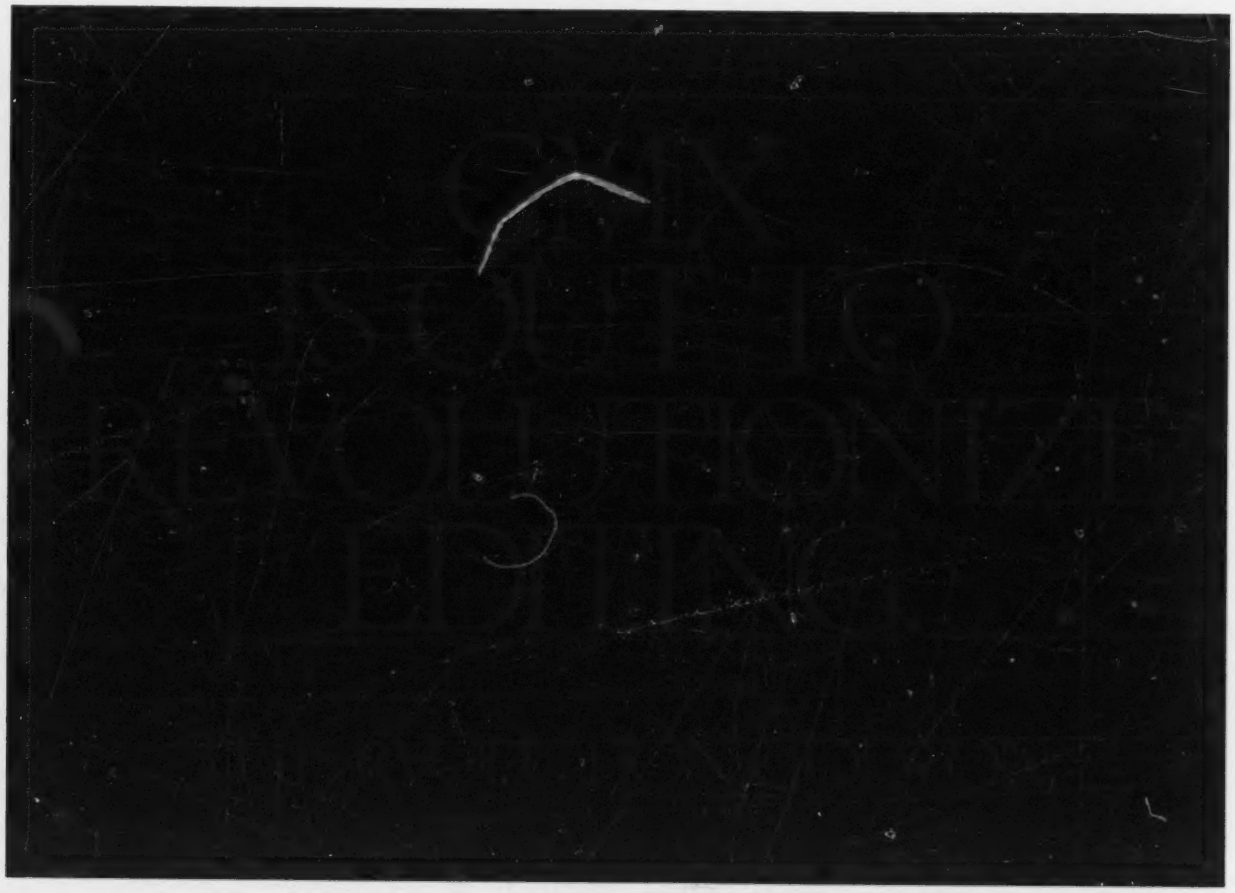
The 18-hour mini-series, *Winds of War*, brought ABC-TV its fourth weekly ratings win in the 1982-83 prime time season for the week ending Feb. 13. The mini-series attracted an estimated 140 million viewers over its seven-day telecast and displaced an earlier ABC mini-series, *Roots*, as the most-watched network mini-series in television history.

The First 20

1.	*Winds of War, part VII*	ABC	41.0/56
2.	*Winds of War, part II*	ABC	40.2/54
3.	*Winds of War, part IV*	ABC	39.0/57
4.	*Winds of War, part III*	ABC	38.7/54
5.	*Winds of War, part V*	ABC	36.1/51
6.	*Winds of War, part VI*	ABC	35.2/49
7.	*60 Minutes*	CBS	26.4/40
8.	*Magnum, P.I.*	CBS	21.7/32
9.	*Love Boat*	ABC	21.5/34
10.	*Fall Guy*	ABC	21.5/32
11.	*Amanda's*	ABC	21.4/31
12.	*Laverne & Shirley*	ABC	20.2/28
13.	*Condo*	ABC	19/30
14.	*T.J. Hooker*	ABC	18.5/30
15.	*A Team*	NBC	18.5/26
16.	*Dallas*	CBS	18.5/25
17.	*Happy Days*	ABC	18.2/26
18.	*CBS Tuesday Night Movies*—"Caddyshack"		18.1/25
19.	*Diff'rent Strokes*	NBC	18.0/29
20.	*Walt Disney Valentine*	CBS	18.0/25

The Final Five

57.	*Highway Honeys*	NBC	9.9/14
58.	*Bring 'Em Back Alive*	CBS	9.9/16
59.	*CBS Wednesday Night Movie*—"The In-Laws"	CBS	9.7/14
60.	*Magic or Miracle*	NBC	8.1/11
61.	*St. Elsewhere*	NBC	6.6/10



Barry Cable intends to bid on a new franchise serving the proposed 8,000-household Playa Vista community, adjacent to the Playa del Rey/Westchester franchise already held by Barry. The new franchise would give Barry a potential subscriber base among seven separate Los Angeles area franchises of about 25,000 homes, he estimated. Barry pegs current subscribership of franchises in Illinois and Alabama at between 12,000 and 18,000. "We have options on several additional franchises," he said, "but will probably stay put with what we have for a while.

"We are developing a group within this company that will devote itself entirely to the production of programs for cable," Barry said. The group is to be headed by Doug Jarvis and based in Barry & Enright's Century City, Calif., headquarters. (Barry's cable operations are overseen from an office in Torrence, Calif.).

Barry & Enright expects to have two pilots ready for the NATPE International exposition next month. Barry described them as, "in a general way, dealing with human emotions." □

'Digest' ad causes stir in Midwest

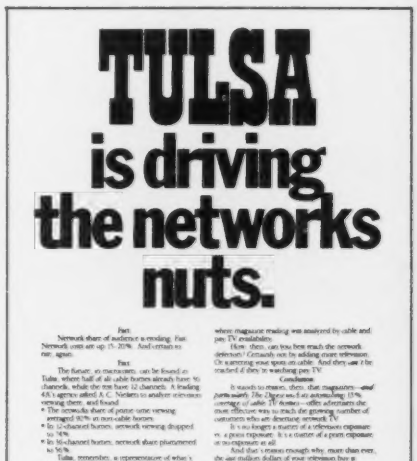
Full page in 'New York Times' claims Tulsa, Okla., is forerunner of future where prime time network viewing slides as number of cable channels increases

Reader's Digest took a full-page advertisement in the *New York Times* two weeks ago and plans other insertions in marketing trade publications to call attention to research showing erosion of television network share in prime time in Tulsa, Okla.

The advertisement, headlined "Tulsa is Driving the Networks Nuts," cited an A.C. Nielsen study commissioned by a leading agency which found that network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel homes. It called Tulsa "the future, in microcosm."

At the same time, the *Digest* released results of another study it had commissioned to see how the top 15 magazines fare in the same cable and noncable environment. Conducted by Audits and Survey, this study found "there is absolutely no erosion of magazine coverage or readership in cable homes," according to the *Reader's Digest* ad. The magazine concluded that the audience not reached by the networks can be reached most effectively by magazines, particularly the *Digest*.

David Poltrack, vice president, research, CBS/Broadcast Group, said the *Digest* ad-



vertisement was based on a study commissioned by Ogilvy & Mather, whose findings were released late last year (BROADCASTING, Nov. 29, 1982). He said they are not at variance with projections made by CBS recently placing network prime time shares in 1990 at an average of 70%, with 80% in noncable homes, 60-plus in basic cable households and 54% in pay cable homes. Poltrack believes that the growth in the number of 36-channel homes will be limited because of viewers' unwillingness to pay more money, the decline in the years ahead of cable programing services and the industry's inability to fill so many channels. He said that part of the network's decline in shares in Tulsa can be attributed to the large number of distant independent TV stations available there.

Roger Rice, president of the Television Bureau of Advertising, said the *Digest* is inaccurate in describing Tulsa as the future in microcosm.

He said Tulsa has almost 50% cable penetration, making it 11th among 211 television ADI's. He also disputed the magazine's contention that the audience not reached by prime time network television can be reached most effectively by magazines. Rice said advertisers can turn to affiliates in nonnetwork dayparts, to independent stations and to networks in periods outside of prime time. □

Ratings Roundup

With ABC-TV's *The Winds of War* subsided, CBS-TV edged back into first place in the prime time Nielsen ratings for the week ended Feb. 20, nosing out ABC by eight-tenths of a rating point. CBS had an 18.2 average rating/28 average share; ABC 17.4/27, and NBC 16.3/25.

Thanks to *Winds*'s spectacular performance the week before, ABC is just six-tenths of a point behind CBS in the season-to-date averages—and uncatchably ahead in the ratings for the February local-measurement sweeps.

Part One of NBC's four-hour *Rage of Angels* mini-series on Sunday (Feb. 20) pulled a 22.3/34 to rank fourth for the week. Less successful was NBC's *Bare Essence* premiere in a two-hour episode on Tuesday, which at 15.0/23 lost more than five rating points from its lead-in, *The A Team* (20.6/31), and trailed both the regular Tuesday lineup on ABC and the *CBS Tuesday Night Movie: Murder in Coweta County* (20.9/33). For its part, *A Team*, making its second appearance, provided the best performance NBC has had in that time period in two years, up five share points from its premiere and six share points ahead of *Happy Days* (16.7/25) competition on ABC. NBC researchers said it was the worst beating *Happy Days* had ever received in that time period from a regularly scheduled program.

The *ABC Monday Night Movie*, starring Ann-Margret in her TV drama debut in the made-for-TV *Who Will Love My Children?* was the week's fifth-ranked program at 22.2/33. Two new series entries on ABC, making their second weekly appearances, came in second in the Thursday 8-9 p.m. NYT block: *Condo*, at 8 p.m., had a 17.8/27 and *Amanda's*, at 8:30, had a 16.7/25. They didn't approach CBS's *Magnum P.I.* (23.3/35) but easily outdid NBC's *Fame* (13.7/20).

Two NBC specials, *TV Censored Bloopers* and *Candid Camera Special*, back to back in the 9-11 p.m. block Monday night, outperformed CBS's regular Monday lineup but fell short of the Ann-Margret movie on ABC. *Bloopers* scored 21.1/30; *Candid Camera*, 20.6/33.

An ABC special, *Dom De Luise and Friends*, at 8:30-9:30 on Wednesday drew a 19.5/28, beating out both CBS's *Seven Brides for Seven Brothers* (16.9/25) and NBC's *Real People* (14.3/21).

In the season-to-date averages CBS now leads with 18.2/29, followed by ABC at 17.6/28 and NBC at 15.5/25. For the February Nielsen and Arbitron sweep periods, which end this week, ABC has a 24.1 rating average, CBS a 17.3 and NBC a 15.2.

The First 20

1.	*Dallas*	CBS 25.8/40
2.	*60 Minutes*	CBS 24.8/40
3.	*Magnum, P.I.*	CBS 23.3/35
4.	*NBC Sunday Night Movie*—Rage of Angels, part I	NBC 22.3/34
5.	*ABC Monday Night Movie*—Who Will Love My Children?	ABC 22.2/33
6.	*Falcon Crest*	CBS 22.1/37
7.	*Jeffersons*	CBS 22.1/32
8.	*M*A*S*H*	CBS 21.8/31
9.	*Love Boat*	ABC 21.6/36
10.	*Simon & Simon*	CBS 21.5/32
11.	*TV Censored Bloopers (S)*	NBC 21.1/30
12.	*Dynasty*	ABC 20.9/36
13.	*CBS Tuesday Night Movies*—Murder in Coweta County	CBS 20.9/33
14.	*That's Incredible*	ABC 20.9/31
15.	*Fall Guy*	ABC 20.9/31
16.	*One Day at a Time*	CBS 20.8/31
17.	*Candid Camera Special (S)*	NBC 20.6/33
18.	*A Team (N)*	NBC 20.6/31
19.	*Three's Company*	ABC 20.7/30
20.	*Hill Street Blues*	NBC 19.9/32

The Final Five

57.	*CBS Saturday Night Movie*—The Fighter	CBS 11.4/20
58.	*Family Tree (N)*	NBC 10.7/20
59.	*Voyagers (N)*	NBC 10.7/17
60.	*ABC Friday Night Movie*—First Family	ABC 10.7/17
61.	*Bring 'Em Back Alive (N)*	CBS 9.5/17

2.2 kw aur., HAAT: 514 ft.)—Seeks assignment of license from Community Television of Victoria to Number 1 TV Inc. for $165,000. Seller: Inelda J. Straham (60%) and Donald L. Seyfert (40%). They were granted construction permit Nov. 20, 1981 (BROADCASTING, Jan. 25, 1982). Buyer: Mary J. Arthur, president (44.4%) and others, who recently were granted FCC approval to buy WEXY(AM) Oakland Park, Fla. Arthur also owns 51% of WKEM(AM) Immokolee, Fla. They also bought, subject to FCC approval, KCDC-TV Midland, Tex., for $200,000 (BROADCASTING, Jan. 3). Filed Jan. 24.

■ WPAR(AM) Parkersburg, W. Va. (1450 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Burka Broadcasting Inc. to Composite Broadcasting Inc. for $374,000 (BROADCASTING, Feb. 21). Seller: Bernard A. Burka, president, and others, none of whom have other broadcast interests. Buyer: John W. Patten, president (19%) and four others, who are principal owners of WNUS(FM) Belpre, Ohio. Filed Feb. 7.

■ WNBK-FM New London, Wis. (93.5 mhz, 3 kw, HAAT: 800 ft.)—Seeks assignment of license from William Haig Broadcasting Corp. to Goetz Broadcasting Corp. for $150,000. Seller is principally owned by William Haig and wife, Naomi, who have no other broadcast interests. Buyer: Nathan L. Goetz, president, and brother, Robert Goetz (50% each). They own WDLB(AM)-WLJY(FM) Marshfield, and WFAW(AM)-WSJY(FM) Fort Atkinson, all Wisconsin. They also own 50% of WDRB-AM-FM Reedsburg, Wis. Filed Feb. 4.

Actions

■ KOTN(AM)-KFXE(FM) Pine Bluff, Ark. (AM: 1490 khz, 1 kw-D, 250-w-N; FM: 92.3 mhz, 27 kw, 115 ft.)—Granted assignment of license from Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for $1,075,000. Seller is owned by Winston J. (Buddy) Deane, who has no other broadcast interests. Buyer is owned by Calvin G. Arnold (100%), who is former vice president and general manager of KKYK(FM) Little Rock, Ark., and has no other broadcast interests. (BAL,H-82126EL). Action Feb. 7.

■ WVCF(AM) Ocoee, Fla. (1480 khz, 1 kw-D)—Granted assignment of license from Orlando Broadcasting Inc. to William A. Masi for $400,000. Seller: James S. Beattie (100%), who also was recently granted FCC approval to sell WFXY(AM) Oakland Park, Fla. for $1.5 million (BROADCASTING, Feb. 14). Buyer: Masi is Fla.-based radio programer and has no other broadcast interest. (BAL-82126EK). Action Feb. 7.

■ WPCF(AM) Panama City Beach, Fla. (1290 khz, 500 w-D)—Granted transfer of control of Community Service Broadcasting Inc. from Walter C. Sherman (100% before; none after) to Charles K. Winstanley. Consideration: $25,000. Principals: Seller owns 51% of stock. Buyer currently owns 39% of stock and also 9.4% of KJIN(AM)-KCIL(FM) Houma, La. (BAL-820105FO). Action Feb. 7.

■ WRTH(AM) Wood River, Ill. (590 khz, 1 kw-U)—Granted assignment of license from King Broadcasting Co. to Adams Radio of Missouri Inc. for $1.8 million. Seller is Seattle-based group of five AM's, four FM's and four TV's principally owned by Dorothy S. Bullitt and family, who bought WRTH along with KYA-AM-FM San Francisco from Avco Broadcasting in 1977 for $4 million (BROADCASTING, Sept. 5, 1977). Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, president and owner of Center Group Broadcasting. Tyler, Tex.-based group owner of WGTU-TV Traverse City and satellite WGTQ-TV Sault S. Marie, both Michigan, and KIVA-TV Farmington, N.M. He also bought, subject to FCC approval. WILX-TV Onondaga, Mich., for $20.5 million (BROADCASTING, Nov. 22, 1982) and WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for $1.25 million and KEZK(FM) St. Louis (see both below), (BAL-82122IFB). Action Feb. 15.

■ WJDW(AM) Corydon, Ind. (1550 khz, 250 w-D)—Granted assignment of license from Dennis R. Hill to Lifestyles Inc. for $15,000. Seller: Hiller also owns 24.5% of applicant for new FM, at Vincennes, Ind., and 24.5% of applicant for new LPTV at St. Mathews, Ky. Buyer: Jon D. Walsh (50%). Hill will keep 50% interest. Walsh has same broadcast interests as Hill. (BAPL-821115HV). Action Feb. 7.

■ WTWN(AM)-WLAV(FM) Grand Rapids, Mich. (AM: 1340 khz; 1 kw-D, 250 w-N; 96.9 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from Shepard Broadcasting Corp. to Adams Radio of Grand Rapids Inc. for $5 million plus $1.25 million for five-year noncompete agreement. Seller is principally owned by John Shepard, president, who also owns 40% of CP for new TV on ch. 54 at Muskegon, Mich. Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, who is president and 100% owner of Center Group Broadcasting, which owns KIVA-TV Farmington, N.M.; KCMN(AM) Colorado Springs, and 51% of WGTV-TV Traverse City and WGTO-TV Sault St. Marie, both Michigan. (BALH-82121OHC). Action Feb. 9.

■ WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8, 282 kw vis., 56.2 kw aur.; HAAT: 970 ft.)—Granted assignment of license from Manhattan Cable Television Inc. to LIN-Central Broadcasting Corp. for $32 million. Seller: Subsidiary of Time Inc., publisher of *Time* magazine, which has no other broadcast interest. Time Inc. also owns American Television & Communications, major MSO. Gerald M. Levin is group vice president. Buyer is publicly traded, New York-based group of five AM's, five FM's and four TV's. Donald Pels is chairman and president. (BALCT-82123OKE). Action Feb. 16.

■ WCNF(FM) Whitehall, Mich. (95.3 mhz, 3 kw, HAAT: 430 ft.)—Granted assignment of license from Blueberry Broadcasting Inc. to Muscom Inc. for $260,000. Seller: Principally owned by Alastair B. Martin and wife, Edith, who have no other broadcast interests. Buyer: Frazier Reams Jr. (75%) and Susan R. Reams (25%), who are principal owner of WWMN(AM)-WNCK(FM) Flint, Mich., and WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegan, Mich. (BALH-821208GP). Action Feb. 4.

■ KEKR-TV [CP] Kansas City, Mo. (ch. 62, 1,868 kw vis., 186.8 kw aur., HAAT: 1,120 ft.)—Granted assignment of license from Choice Channel of Kansas City Inc. to Channel 62 Partnerships for $30,000. Seller: Edward D. Schneider man (37.5%), Debra Slotnick and David Block (25% each) and Marvin Zambrosky (12.5%). Buyer is partnership owned 60% by Media Central Inc. and 40% by Choice Channel of Kansas City Inc. Media Central is principally owned by Morton J. Kent. (BAPCT-821209KQ). Action Feb. 4.

■ KEZK(FM) St. Louis (102.5 mhz, 100 kw, HAAT: 450 ft.)—Granted assignment of license from Metroplex Communications of Missouri to Adams Radio of St. Louis Inc. for $5 million. Seller: Norman Wain and Robert Weiss (50% each), who own WHTT(AM) Miami and WHYI-FM Fort Lauderdale; WMGG(FM) Clearwater, Fla.; WRMR(AM)

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

March 14

A unique opportunity for advertisers prior to the March 17-22 NATPE Conference in Las Vegas. BROADCASTING's March 14 issue will preview the show with a full list of exhibitors and the show agenda. Advertising deadline: March 4.

March 21

An on-the-scene report of what will take place at the 20th Anniversary Conference. On-site distribution of March 21 issue—a 5,000 plus overrun—will take place at noon, Saturday, March 19. Advertising deadline: March 11.

March 28

A complete wrap-up of what happened at the NATPE Conference. A must for all advertisers . . . for subscribers who did not attend will get all the news in one place. (It's almost like being there.) And those who attended will find out what they missed. Advertising deadline: March 18.

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Broadcasting

March 14/21/28